

**OVENCLEAN®**  
*The original oven cleaning specialists*



Invest in a brighter future<sup>\*</sup>

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market leading  
professionalism

# Welcome to Ovensclean

## The market leader in specialist oven cleaning services

Ovensclean provides a unique opportunity to create a profitable and successful business within a large and virtually untapped marketplace.

Since its launch in 1992, Ovensclean has grown to become the most recognised brand within its market, providing specialist oven cleaning services to thousands of households nationwide.

Ovensclean's bespoke and innovative cleaning system effectively removes grease, fat and burnt on carbon deposits from a range of cooking appliances including ovens and hobs, Agas, Ranges, microwaves and barbeques, restoring them to pristine condition in around two hours. This unique and caustic-soda-free system is not only extremely efficient and effective, but also ensures an environment that is

safe and fume-free for our franchisees and customers alike.

The proven Ovensclean franchise model has been developed to suit individual lifestyles and business aspirations. Low overheads and the flexibility to dictate working hours, benefits franchisees wishing to retain control over their work/life balance.

The beauty of the business model is its simplicity: it is easy to learn, straightforward to manage and can deliver high profitability. Once your customers have experienced the astonishing results of a professional oven clean, invariably they never look back, using the service regularly and recommending it to all their friends and family!

An Ovensclean franchise can be a hugely satisfying business which not only provides attractive earnings potential but also a flexible lifestyle.

### **Ovensclean franchisees benefit from:**

- A massive, virtually untapped marketplace
- Unrivalled and ongoing support
- Simple to manage business
- Regular, repeat custom
- Flexible working hours to suit your lifestyle
- The opportunity to earn more than £1,000 per week\*
- Potential to expand to a multi-van operation



customer  
satisfaction

# The Marketplace

## Built on years of experience being brand leaders

Recent market research has confirmed that Ovensclean is the leading brand within its sector.

With over 26 million households in the UK alone, our franchisees enjoy a massive domestic marketplace worth a potential £1billion, as well as growing demand from emerging commercial markets.

As a franchisee you will have your own dedicated and protected territory providing you access to thousands of households. Selected areas are pre-agreed with new franchisees using your local knowledge, the expertise of our launch team and socio-economic profiling.

What's more, the Ovensclean product range and innovative cleaning system, is exclusive to Ovensclean franchisees. The strength of this cleaning system engenders tremendous customer satisfaction. In fact, market research has confirmed that 100% of those people who have experienced a professional oven clean would use the service again.

It is this customer loyalty that invariably generates high levels of recommendations - so much so, that word of mouth referrals become a strategic part of the Ovensclean operation, resulting in a rapidly growing and satisfying business.





OVENCIA

unlimited support

Start earning from day one!

## Training

You can be certain of the best possible start to your Ovensclean business with all the support and skills you need. Our intensive training course and tried and tested business format offers you the best route to profitable business success.

Ovensclean's comprehensive and personalised training package ensures you understand and feel comfortable with all elements of our innovative Ovensclean system. The two week training programme encompasses in-depth practical, business and marketing courses both in our bespoke Training Centre and in the field with established Ovensclean Business Mentors.

## Promotional Launch

The Ovensclean Franchise Package includes a Launch Programme, comprising of an integrated marketing campaign to ensure maximum awareness and exposure of your new Ovensclean business in your local community.

Starting during your training, advertisements in local papers, accompanied by targeted press releases and dedicated leaflet drops, all work together to boost business in your area - helping to kick-start an instant cashflow and generate word of mouth recommendation.

## Ongoing support

The dedicated and experienced Ovensclean support team has a long and successful history in franchising, and will be there for you every step of the way.

From technical support to marketing advice, we will ensure that you have all the resources you need to make your business a success.

What's more, Ovensclean's Central Marketing Campaign is a consumer marketing initiative to increase brand awareness, and therefore work generated, in your territory. This marketing activity spans both online and offline media to compliment your local advertising and ensures your business benefits from ongoing marketing support.

profitability



## A business model personalised to suit your aspirations

The opportunities for hard working franchisees are unlimited and the proven Ovensclean business model can be adapted to suit your lifestyle and aspirations.

Low operating costs and the flexibility to dictate working hours, benefits franchisees wishing to retain control over their work/life balance.

Although happy to start off as a single-van operation, some franchisees have the ambition to build a management franchise, with a fleet of vehicles and a team of well trained staff. The domestic oven cleaning marketplace lends itself well to such ambitions and the Ovensclean network includes a number of multi-vehicle management operations.

## The franchise package includes:

- The right to trade under the Ovensclean brand name (a protected corporate identity) and operating system
- An exclusive protected territory in which to grow your business
- Full technical and practical training
- Comprehensive business and marketing guidance
- Extensive marketing literature and promotional materials
- Specialist equipment and unique Ovensclean cleaning system and product range
- Exceptional marketing launch programme
- Ongoing central marketing campaign spanning both online and offline media
- Smartly liveried, fully equipped mobile workstation\*
- Branded workwear
- Personal Ovensclean mobile telephone number

*\*Subject to an additional lease charge*



OVENCLEAN®

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OVENCLEAN

SUCCESS

# What our franchisees say

## Testimonials from the Ovensclean network

*"The advice and support I get from head office really is invaluable - I can't praise them enough."*

After taking voluntary redundancy, former Prison Officer Graham Kerridge, took the opportunity to change career with Ovensclean and hasn't looked back since! With his wife also setting up a new business, Ovensclean has given him the flexibility to plan his diary around his needs.

**Graham Kerridge, franchisee since 2013**



*"There's never been a better time than now to join Ovensclean"*

After ten successful years as Ovensclean franchisees, Peter and his partner Susan have expanded their business to create a management franchise, enabling them to take less of a hands-on role, whilst enjoying an excellent income from their thriving business.

**Peter Jacques and Susan Griffiths, franchisees since 2003**



*"Not only do I have a thriving business with great rewards, but it also allows me to have a great quality of life."*

As Ovensclean franchisee Andrew Parris reached his twelve year milestone, he says he has everything to celebrate. His franchise has delivered a fulfilling lifestyle that has enabled him to build work around the family and, irrespective of economic environment, his business continues to grow year on year.

**Andrew Parris, franchisee since 2001**



*"We have a stress-free, successful business, a great work/life balance and most importantly, we've been able to put our family at the centre of our lives"*

When Clare and Clive Pearson found they were expecting twins eleven years ago, the high powered couple decided that their demanding career-focussed lifestyles needed to change. Having the business has meant they have been able to balance their careers with the demands of having a growing family.

**Clive and Clare Pearson, franchisees since 2002**



# Next Steps

## The market leader in specialist domestic oven cleaning services

If we have sparked your interest, come and join us on one of our regular, informal Open days, where you can meet the team, experience the exciting Ovensclean system at first hand and chat with existing Ovensclean Franchisees.

As a member of the British Franchise Association, Ovensclean upholds the highest ethical and professional standards.



### **Ovensclean**

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